



**Low Motor  
Trucks Be.**

**Based 805  
Freight Cars  
a One Week**

distance between points  
—40 miles.

hundredweight—plus cartage costs to and from terminals.

motor truck charge, 40 cents from collection to delivery point—service quicker, more personal, satisfactory and economical.

today 885 fewer freight cars ply between Cleveland and Akron—motor trucks carry the tonnage.

mark this. In the

Most serious venture of their lives the pioneers of this scheme—putting the yardstick of value to every dollar spent on equipment—chose as the foundation for all their trucks **GOODRICH DE LUXE Truck Tires.**

canceling thousands  
of dollars of expense  
through their deep,  
sturdy treads.

and they'll do the same  
for you — whatever  
your enterprise.

191 Main St.

1990

THE UNIVERSITY OF CHICAGO



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